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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/662,968	09/15/2000	Tyson Winarski, Esq.	110/103	3019
7590 JEFF D. MYERS 5309 N. 34TH ST, PHOENIX, AZ 85018		09/06/2007	EXAMINER VIG, NARESH	
			ART UNIT 3629	PAPER NUMBER
			MAIL DATE 09/06/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/662,968	WINARSKI, ESQ. ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Naresh Vig	3629	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 20 June 2007.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 11-16 and 18 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 11-16 and 18 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____.   | 6) <input type="checkbox"/> Other: _____.                         |

## **DETAILED ACTION**

This is in reference to communication received 20 June 2007. Claims 11 – 16 and 18 are pending for examination.

### ***Response to Arguments***

Applicants arguments and concerns for amended claims are responded to in response to pending claims 11 – 16 and 18.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

- (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 11 – 16 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eller et al. US Patent 7,038,637 in view of Hunter, US Patent 5,884,181.

Regarding claims 11, 13 – 16 and 18, Eller teaches an apparatus for a wireless electronic billboard commerce system. Eller teaches:

plurality of electronic billboards with:

a video display for showing a video stream [Eller, Fig. 2 and disclosure associated with Fig. 2]; Eller does not explicitly teach different types of video display devices. However, Hunter teaches different type of video display devices for displaying of image [Hunter, claim 5].

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was adopt the idea of using different type of video display devices and modify Eller to have capability of providing billboard services in plurality of types of locations. For example, in store billboard my be LED display whereas, in a trade show the display device is a LCD device which is larger display but takes lesser space as compared to an LED device.

Eller in view of Hunter teaches:

a billboard computer adapted to process digital files to show on said video display as a vides stream, said billboard computer is coupled to and controls said video display [Eller, Fig. 2 and disclosure associated with Fig. 2]; and

Eller in view of Hunter does not explicitly teach billboard antenna coupled to billboard computer for transferring video data to said billboard computer. However, Eller teaches ads can be uploaded to the billboard system through a direct connection locally, or remotely using landlines, cable, satellite signaling, fiber optic cable, wireless transmissions, etc. [Eller, Col. 2, lines 53 – 56]. It is old and known to one of ordinary skill in the art that wireless communication requires an antenna to catch the signal (see KSR Int'l Co. v. Teleflex, Inc., No 04-1350 (U.S. Apr. 30, 2007)).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made that Eller in view of Hunter teachings have a billboard antenna coupled to said billboard computer to be able to catch the signal containing the data in a wireless communication environment as taught by Eller.

Eller in view of Hunter teaches:

main computer connected to a global computer network;  
communication system comprised of a communication server connected to main computer and a transmission antenna connected to said communication server (as responded to earlier, in a wireless communication system, antenna is used for transmission of and receiving of the signals);

a registration system to allow a party to become a registered user of said wireless electronic billboard commerce system [Eller, Fig. 3 and disclosure associated with Fig. 3];

login system coupled to the registration system to allow registered users access to said wireless electronic billboard commerce system [Eller, Fig. 3 and disclosure associated with Fig. 3];

account system coupled to login system with the capability to be adapted to allow users to view and update plurality of user related data [Eller, Fig. 3, and disclosure associated with the figure].

a video advertisement stored as a digital file, said digital file is uploaded to said main computer through said global computer network, said main computer transfers said digital file to said communication system, said communication

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system transmits said digital file as a signal, said billboard antenna receives said signal, said billboard computer processes said signal, said billboard computer shows said signal on said video display as a video stream [Eller, Fig. 3 and disclosure associated with Fig. 3];

Eller in view of Hunter does not teach an ad creation system coupled to login system for allowing register user to create new video advertisements within the system (i.e. not created at user workstation). However, Eller in view of Hunter teaches the idea wherein client downloads add creation software from the system for creating new video advertisements to display on at least one of said plurality of electronic billboards [Eller, Fig. 3 and disclosure associated with Fig. 3]; Sparks teaches that a user can create ad on the system (i.e. created on the system by a remote user) [Sparks, col. 5, line 42 – col. 6, line 47].

Therefore, at the time of invention, it would have been obvious to one of ordinary skill in the art to modify Eller in view of Hunter by adopting teachings of Sparks and allowing users to create ad on the system to implement license control by minimizing user downloading ad creating software from the system.

Eller in view of Hunter and Sparks teaches:

an access purchase system that provides a table of billboard information, said table of billboard information includes a listing of available locations, a listing of available time periods, and a listing of prices, said access purchase system searches a database to determine if said electronic billboard is available to display said

advertisement at a requested location and a requested time [Eller, Fig. 3 and disclosure associated with Fig. 3].

web-site accessible on said global computer network.

upload database, access purchase system provides an upload code for said digital file when said advertisement is purchased, determine if upload code is acceptable, transfer digital file to communications system when upload code is verified.

Regarding claim 12, as responded to earlier, Eller in view of Hunter and Sparks teaches satellite for receiving digital file from said communication server and transmits said digital file to said billboard antenna (Eller teaches using satellite communication for transmission of advertisement to remote billboard).

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Applicant is required under 37 CFR '1.111 (c) to consider the references fully when responding to this office action

1. Carney et al. US Patent 6,408,278
2. Stone et al. US Patent 7,240,025
3. Cohen US Patent 6,060,993

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Naresh Vig whose telephone number is (571) 272-6810. The examiner can normally be reached on Mon-Thu 7:00 - 5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Weiss can be reached on (571) 272-6812. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Naresh Vig  
Examiner  
Art Unit 3629

August 30, 2007